



HOW STREAMFLIX TURNED TRAINING INTO MUST-WATCH CONTENT

WHAT IF TRAINING FELT LESS LIKE PAPERWORK... AND MORE LIKE SOMETHING PEOPLE ACTUALLY WANTED TO COME BACK TO?



CHIEF LEARNING OFFICER
DARLA BINGLEWORTHY

COMPLIANCE CAN REQUIRE ATTENDANCE.
ONLY GOOD DESIGN EARNS ATTENTION.

1. THE OLD WAY WASN'T WORKING.



TODD SALES
DON'T FORGET: CHECK RECIPIENTS!

2. SO DARLA BUILT SEASON ONE.



6-8 MINUTES EASY TO WATCH, HARD TO IGNORE.



3. WHY EPISODIC LEARNING WORKS.

<p>SHORT, LIVE-ACTION SCENARIOS Realistic stories people connect with.</p>	<p>MOBILE-FRIENDLY ANYWHERE ACCESS Watch between meetings, on the go, or whenever it fits.</p>	<p>RIGHT-SIZED RUNTIME 5-8 minutes—short enough to start, long enough to stick.</p>	<p>FAMILIAR CHARACTERS. REAL CONNECTION. Recurring characters keep learners coming back.</p>	<p>END WITH A REASON TO RETURN Teasers, tension, and curiosity drive what's next.</p>
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4. TRAINING TOOK OVER THE WATERCOOLER.



MEMES. DEBATES. STRONG OPINIONS. THAT'S HOW THEY KNEW IT WAS WORKING.

5. THE SCIENCE BEHIND IT.

Turns out MEMORY PREFERS SPACING OVER SUFFERING.

<p>CRAMMING SHORT-TERM STRESS. LONG-TERM FORGOTTEN.</p>	<p>SPACING SHORT-TERM EASY. LONG-TERM REMEMBERED.</p>
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6. SOON, EVERY DEPARTMENT WANTED A SPIN-OFF.

<p>Leadership launched.</p>	<p>Customer Service created.</p>	<p>Property Management debuted.</p>
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AND MORE COMING

- MAINTENANCE HAYHEM
- LEASING LIFE
- MARKETING MOMENTS
- FINANCE FILES AND MORE!

★ ONE COMPANY. ENDLESS STORIES. BETTER LEARNING. ★

7. WHY OTHERS GOT IT WRONG.

<p>THEY JUST CHOPPED COURSES. Cutting boring courses into smaller boring pieces is not innovation.</p>	<p>THEY SKIPPED THE STORY. A real episode needs a challenge, a simple arc, and a reason to keep watching.</p>	<p>THEY USED SLIDES. People connect faster with real faces, tone, and workplace situations.</p>	<p>THEY IGNORED MOBILE. If learners can't watch on the go, starting feels harder.</p>	<p>THEY GAVE NO REASON TO RETURN. No teaser. No tension. No characters to follow.</p>
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8. FINALE: RENEWED FOR ANOTHER SEASON.

Six months later, StreamFlix Industries had stronger return rates, better conversations, and employees who actually remembered what they learned.

Training was no longer something to finish—it had become something that influenced behavior.

- ✓ HIGHER RETURN RATES
- ✓ BETTER CONVERSATIONS
- ✓ STRONGER KNOWLEDGE RETENTION
- ✓ POSITIVE IMPACT ON BEHAVIOR

RENEWED FOR ANOTHER SEASON!

THANK YOU TO OUR AMAZING TEAM AND LEARNERS!

REAL STORIES. CLEAR STRUCTURE. HUMAN CONNECTION. THAT'S THE SECRET SAUCE.

▶ TRAINING THAT CONNECTS. EPISODES THAT LAST. IMPACT THAT STICKS. ★